

LEO BURNETT COMPANY, Inc.

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Come to where the flavor is.  
Marlboro Country.

Marlboro Red or Marlboro 100's—  
you get a lot to like.

King "10 mg "tar" "1.3 mg nicotine—  
100's 20 mg "tar" 1.5 mg nicotine av. per cigarette. FTC Report Apr. 22.

Warning: The Surgeon General Has Determined That  
Cigarette Smoking Is Dangerous To Your Health.

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